

IFF Men's U19 World Floorball Championships 2015: Final report December 2015

On behalf of the Swedish Floorball Federation (SFF) we would like to thank the International Floorball Federation (IFF) for a great cooperation during the IFF Men's U19 World Floorball Championships 2015 (U19 WFC 2015) in Helsingborg, Sweden.

The IFF Central Board appointed in December 2013 Sweden to host the U19 WFC 2015, in order to find a replacement for Singapore, which where not in the position to organize the event. The cooperation between the SFF and IFF regarding the Championships has worked very well, while the following challenges have been identified from our side:

Short preparation time

The outcome of the event must be viewed from the perspective regarding the fact that the SFF was appointed as an organizer less than 1.5 years before the event, which is too late.

IFF Men's World Floorball Championships 2014 (WFC 2014)

It is not optimal for a nation to, during the same season, host two major IFF events (WFC 2014 and U19 WFC 2015), although a lot of synergies was achieved.

The economic result/outcome

The SFF has invested a lot in the U19 WFC 2015 with positive effects both in a short as a long time perspective for the sport in a national as well as in an international view (see Appendix 1). The economic result for the SFF shows an outcome of minus 1 million SEK for the U19 WFC 2015. The main reason for the outcome was due to lower sponsorship and ticketing revenues than expected.

Finally, the SFF and the City of Helsingborg have been honored to host the IFF Men's U19 World Floorball Championships in 2015, and are looking forward to welcome you back to Sweden again for new international floorball events.

For the Swedish Floorball Federation

Göran Harnesk
Secretary General

Magnus Nilsson
Event Manager

Appendix 1 – Statistics/Facts about U19 WFC 2015

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Spectators/Ticket sales

Total number of spectators: 12 000
A-division final: 1 778
A-division bronze match: 1 334
B-division final: 537
Total number of sold tickets: 4 300 (5 400 printed tickets)

Tourism

Two out of three of the visitors were from Sweden and of these, four out of ten from the south of Sweden. Of the foreign visitors mostly came from Norway, followed by Switzerland and Finland.

In total the U19 WFC (visitors/spectators and teams) resulted in 5 300 guest nights in the City of Helsingborg and 300 more guest nights in the nearby region (of Skåne).

The tourism economic turnover was 6.1 million SEK for the City of Helsingborg and a total of 6.9 million SEK for the whole region of Skåne (including Helsingborg).

Source: RESURS

Media

- 144 videos uploaded on IFF Youtube Channels (match videos, match highlights, daily highlights & player interviews)
- 3 matches live on Swedish TV4 (TV4 Sport and TV12) with a total number of 19 000 viewers (and 3 600 extra viewers on TV4 Play)
- All the matches were also broadcasted live, nationally at HD.se (the local media partner)
- Media accreditation: 70 (incl TV), 40 of them were international

Official website - wfc2015.se

28 000 unique visitors from 92 nations (2014.12-2015.05)

Social media [www.facebook.com/u19wfc - www.instagram.com/u19wfc - www.twitter.com/u19wfc]

Facebook IFF: Apr 27- May 4 2015

109 posts
4,0K post likes
76 post comments
243 post shares
206 page likes

Instagram iff_floorball: Apr 27- May 4 2015

41,2K (number of times images liked or commented upon)
679 new followers
50 images posted

Twitter IFF Floorball: Apr 27- May 4 2015

158 Tweets
386 Retweets
919.6K retweet reach
64 Mentions
63,5K Mention Reach
15 replies
451 favorited

Team evaluation

Did the WFC meet your expectations (except the results)?

Responding to a six-point scale where 1 = Did not meet my expectations at all and 6 = Meet my expectations very well.

Coaches 4.8

Players 5.1

Did Helsingborg meet your expectations as a host city?

Responding to a six-point scale where 1 = Did not meet my expectations at all and 6 = Meet my expectations very well.

Coaches 4.7

Players 4.6

Source: RESURS

Volunteers

For recruitment, management and accreditation the WFC-organization used the system Mobilise, which also handled other target groups for accreditation (participating players, international delegates, media etc.). In total there were over 340 officials/volunteers accredited during the event. It was too few volunteers during some periods of the Championships.

Logistics

The total number of bus transfers are amounted to more than 200 (divided into five U19 WFC-buses), and the passenger transports were handled by five cars.